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ABSTRACT

The purposes of this report to the New Jersey Legislature are: (1) to provide a brief historical overview of the work of the New Jersey Child Care Advisory Council from 1984 to 1987; (2) to inform the legislature of the status of the council's recent activities; and (3) to make recommendations to the legislature for future action. The introduction and recapitulation of council activities from 1984 to 1987 are followed by a review of activities undertaken in 1988. The review also covers the council's comprehensive plan for the development of child care in the state, the Office of Child Care Development, implementation of welfare reform, school-age child care planning grants, the urban prekindergarten pilot program, a survey of child care needs of state employees, advocacy and public awareness activities, advisement activities, and child care legislation. The discussion of priorities and goals deals with fiscal and nonfiscal priorities for 1989 and 1990 and support for child care legislation. Appendices provide newspaper stories about programs and services and a list of council members. (RH)

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NEW JERSEY CHILD CARE ADVISORY COUNCIL

CHILD CARE IN NEW JERSEY:
A Report to the Legislature

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CHILD CARE IN NEW JERSEY:

Report to the Legislature

Prepared by

THE NEW JERSEY CHILD CARE ADVISORY COUNCIL

Submitted to

THE NEW JERSEY LEGISLATURE

Thomas H. Kean
Governor

Drew Altman
Commissioner
Department of Human Services

Anthony M. Villane Jr., D.D.S.
Commissioner
Department of Community Affairs

April 1989

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Honorable John F. Russo
President of the Senate

Honorable Charles L. Hardwick
Speaker of the Assembly

OFFICERS
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Chairperson

SALLY DUFF
Vice-Chairperson

DIANNE KEEL ATKINS
Treasurer

STAFF
EDNA RANCK
Coordinator

Dear Senator Russo and Assemblyman Hardwick:

Pursuant to New Jersey Pamphlet Law 1983, Chapter 492, the New Jersey Child Care Advisory Council is pleased to present this Report to the New Jersey Legislature. In addition to highlighting the activities of the Council, the Report also updates Child Care: Today's Challenge for Tomorrow/A Comprehensive Plan for the Growth and Development of Child Care in the State of New Jersey, presented to you and Governor Thomas H. Kean in January 1988.

The Council recognizes and appreciates the legislature's efforts to provide additional child care programs and services for our state's most vulnerable citizens, and thanks you for your willingness to examine the role of child care in the economic and educational growth of New Jersey. Council members have welcomed the opportunities to work with legislators in developing some of the 80 child care bills introduced during the first half of the 203rd session.

Yet, New Jersey's need for affordable, accessible and quality child care continues to exceed our ability to provide programs and services. As we look to the future together, the Council urges you to increase your support for legislation that will improve conditions for children and families and that will encourage the cooperation of the private sector in making child care available to families who need it. We look forward to working with you in order to meet more effectively the child care needs of New Jersey's children and families.

New Jersey is an Equal Opportunity Employer

For additional information about child care in New Jersey, please contact Dr. Edna Ranck, Coordinator, at 609-633-2260. Thank you very much.

Sincerely,

Wilbert Mitchell
Chairperson

Sally Duff
Vice Chairperson

Dianne Keel Atkins
Treasurer

April, 1989

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EXECUTIVE SUMMARY OF RECOMMENDATIONS

The New Jersey Child Care Advisory Council recommends that the State Legislature pass the following bills:

- o A.485, Permits a Corporation Business Tax credit for corporate taxpayers who operate or maintain for their employees a licensed child care center;
- o A.548, 2315 and 3098, the Assembly Labor Committee substitute which would require a comprehensive study of the present and future needs of child care in the state ($175,000) and would fund the Child Care Advisory Council ($150,000) - Fiscal: $325,000;
- o A.2313 and S.1010, The Child Care Facilities Incentive Assistance Fund - Fiscal: $4,000,000;
- o A.3360 and S.2625, The Child Care Facilities Grant Program - Fiscal: $2,000,000; and
- o A.3097 and 1403, The Assembly Labor Committee substitute to establish an Office of Child Care in the Division of Youth and Family Services, Department of Human Services, and to include a Bureau of Employer-supported Child Care - Fiscal: $450,000.

The Council also recommends that legislative action be taken on the following child care issues in SFY 1990:

- o Increase in Social Services Block Grant (SSBG) child care center staff salaries (five percent increase) - $1,900,000;
- o Expansion of SSBG child care spaces ($4 million) and of voucher program ($4 million) - $8,000,000; and
- o Expansion of the New Jersey Child Care Resource and Referral (CCR&R) System - $1,000,000.

Furthermore, the Council urges state and local governments, employers, and the child care community to address the following priorities, first cited in the child care plan:

- Expansion of center-based infant and toddler child care and development of networks of satellite family day care homes;

- Expansion of available family day care homes;

- Establishment of a committee to explore revisions of New Jersey tax laws to secure ongoing funding sources for child care services;

- Support of legislation and bond issues to establish low-interest loans and grants for expansion of child care facilities; and

- Provide adequate and consistent support for quality developmentally appropriate programs for all New Jersey children who need child care, thus avoiding artificial separation of children in care based on family socio-economic factors and residence.

INTRODUCTION

The New Jersey Child Care Advisory Council, hereafter referred to as the Council, was created by the Child Care Center Licensing Act of 1983 (P.L. 1983, Chapter 492). The Council is charged as follows:

- To review rules and regulations governing the licensing of child care centers;
- To advise on the needs, priorities, programs, and policies relating to child care throughout the State;
- To study and recommend alternate resources for child care; and
- To facilitate employment related child care through information and technical assistance (P.L. 1983, Chapter 492; 14.b).

The Council addresses issues pertaining to child care in New Jersey for all children from birth through 13 years of age.

The purpose of Child Care in New Jersey: Report to the Legislature is to provide a brief historical overview of the work of the Council since 1984, to inform the Legislature of the status of the Council's recent and current activities, and to make specific recommendations to the Legislature for future action. Supplemental information on child care programs and services is found in the appendixes.

COUNCIL STRUCTURE

The Council meets monthly at least 10 times a year. The Executive Committee, comprised of the three officers, the chairpersons of the Standing Committees, and two other members, meets when necessary to handle emergency matters. The three officers include a Chairperson, a Vice Chairperson, and a Treasurer. The Standing Committees - Finance, Legislative - Government Action, and Research - convene regularly, and ad hoc committees are appointed to address specialized child care issues.

Members frequently represent child care interests on

statewide committees and task forces established by other organizations and agencies.

COUNCIL MEMBERSHIP

The original Council was composed of 25 child care providers and advocates representing statewide child care and child and family advocacy organizations and groups with an interest in and commitment to quality child care and early education. Included in the membership were twelve at-large members appointed by the Directors of the Division of Youth and Family Services (DYFS) in the Department of Human Services and the Division on Women (DOW) in the Department of Community Affairs.

In 1988, after a thorough review of membership composition and structure, the Council expanded its membership from 25 to 37 members in order to reflect more accurately the composition of the New Jersey child care community and the demographics of the state. Nineteen members are representatives from child care and child advocacy organizations and the remaining 18 members are appointed by the Directors of DYFS and DOW. Three-year appointments are scheduled to allow one-third of the membership terms to expire each year. Non-voting liaison members from the Departments of Health and Education were added in 1986, and in 1989, two liaisons have been added from the Department of Labor and the Department of Commerce, Energy and Economic Development. The Directors of DYFS and DOW each appoint a staff member as their designee to the Council. The Coordinator of the Council is a state employee in the Office of Child Care Development in DYFS.

Executive Committee

Chairperson:	Wilbert Mitchell
Vice-chairperson:	Sally Duff
Treasurer and Finance Committee Chairperson:	Dianne Keel Atkins
Legislative-Government Action Committee Chairperson:	Yasmina Vinci

Chairperson: Pat Petracco

General Members: Carolyn Atherly
David J. Harris, Jr.

Members

JUDITH ASHLEY
Fort Dix Child Care Services

CAROLYN ATHERLY
N.J. Head Start Directors Association

DIANNE KEEL ATKINS
Roche Corporate Child Care Services

SONDRA BITTENS
Middlesex County College

SALLY DUFF
Family Day Care Organization of New Jersey

DOTTIE DUNFEE
League of Women Voters

STEVEN EBERHARDT
Wellness Child Care Center

CAROLYN FEROLITO
N.J. Junior Leagues

KAY GELLERT
N.J. Statewide Child Care Coalition

SELMA GOORE
N.J. School-Age Child Care Coalition

ELISSA HAIRSTON
Middlesex County Board of Social Services

DAVID J. HARRIS, JR.
Greater New Brunswick Day Care Council

ELAINE KOSS
National Council of Jewish Women

DIANE LAVELLE
N.J. PTA

JUDITH LEBLEIN
E. Brunswick Recreation, Parks and Community Services

SUSAN LEGGOE
Southern Regional Resource Center

ANNA LOPEZ
Puerto Rican Child Care Coalition

RICHARD MACALUSO
Building Blocks of Learning

JEROME MARGOLIS
N.J. Child Care Association

SYDELLE MASON
Archway Programs

DONALD MCNEELEY
N.J. Education Association

MARY ANN MIRKO
Northern Regional Resource Center

WILBERT MITCHELL
Respond, Inc.

ANNETTE O'FLAHERTY
Essex County Human Services

DOLORES ODOM
National Black Child Development Institute

PAT PETRACCO
N.J. School Boards Association

MARION PHILLIPS
N.J. Child Care Development Board

FAITH RODGERS
Central Regional Resource Center

AURORA RODRIGUEZ
PIPELING
Working Parents Support Network - AT&T

CIRO SCALERA
Association for Children of New Jersey

SUZANNE SCHMIDT
Monday Morning, Inc.

BARBARA SHAW
Coalition of Infant-Toddler Educators

TIMI SMITH
N.J. Association for Education of Young Children

CARLOS SOTO
Mi Casita Day Care Center

YASMINA VINCI
N.J. Task Force on Employer-Supported Child Care

CHEE CHEE WILLIAMS
N.J. Chapters, National Association of Negro Business and Professional Women

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STEPHEN MCPHILLIPS
Department of Commerce, Energy and Economic Development

TYNETTE HILLS
Department of Education

LEONARD J. TALARICO
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ALETHA WRIGHT
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CAROL DOBSON
JOY A. FITZGERALD
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JOSE MORALES
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URBANO VENERO
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ALETHA WRIGHT

Former Designees

TERRY CASTRO

SUSAN KARR

ACKNOWLEDGEMENTS

The Council wishes to express its appreciation to Drew Altman, Commissioner, Department of Human Services; Anthony M. Villane Jr., Commissioner, Department of

Community Affairs; William Waldman, Director, Division of Youth and Family Services; and Mary E. Singletary, Director, Division on Women, for their wholehearted support of the work of the Council and their continued commitment to children and families in New Jersey.

Members of the DYFS staff who have provided extensive assistance to the Council include Marc Cherna, Assistant Director, Policy, Planning and Support; Nicholas R. Scalera, Assistant Director, Operations Accountability; James W. Smith, Jr., Special Assistant to the Director; Aletha Wright, Administrator, Office of Child Care Development; and J. Patrick Byrne, Chief, Bureau of Licensing. Division on Women staff who work closely with the Council include Brenda Beavers, Assistant to the Director, and Fran Orenstein, Program Development Specialist I.

With the establishment of the Office of Child Care Development (OCCD) in May, 1988, the Council has welcomed the cooperation of the staff, many of whom were members of the Community Services Unit which preceded the OCCD. Thanks and appreciation go to Deane Argenta, Betty Blanford, Cheryl Brodsky, Juan Collazo, Tamara Jakub, Ed Mottershead, Steven Rosen, Joan Smith-Hague, and Patricia Storniolo.

The Council is also grateful to the members of the Research Committee who supervised the writing of this report: Susan Leggoe, Fran Orenstein, Edna Ranck, Ann Wilson and Pat Petracco, Chairperson.

HIGHLIGHTS OF COUNCIL ACTIVITIES, 1984 - 1987

The New Jersey Child Care Advisory Council has been involved in a wide variety of child care issues and concerns since it began its work in 1984. Whether involved in its own projects or advising on the numerous child care programs and services initiated in state government and the community, the Council has participated extensively in the growth and development of child care in New Jersey in the second half of the 1980's.

CHILD CARE LEGISLATION AND REGULATIONS

Legislation

During the past five years, the Council has contributed to the development and implementation of five child care laws:

- o An intergenerational child care program in the Division on Aging (P.L. 1985, Chapter 66);
- o Voluntary Family Day Care Registration (P.L. 1987, Chapter 27);
- o Relief from zoning restrictions on family day care homes (P.L. 1987, Chapter 305);
- o A survey of child care needs of state employees (P.L. 1987, Chapter 295); and
- o Grants for school age child care programs in each county (P.L. 1987, Chapter 215).

The Council has witnessed a substantial increase in the number of child care bills introduced into the New Jersey Legislature. Members have testified before Senate and Assembly Standing Reference Committees and at appropriation committee hearings in support of bills that would promote, expand, and enhance child care programs and services in New Jersey. After reviewing each child care bill, the Legislative-Government Action Committee recommends to the Council for support, opposition, or amendments to the legislation.

Regulations

The Council has provided ongoing review and comment to the Bureau of Licensing, Office of Operations Accountability, the Division of Youth and Family Services, in its efforts to revise the Manual of Standards for Child Care Centers, now called the Manual of Requirements for Child Care Centers, the official child care center licensing regulations for the safe and effective operation of child care centers in New Jersey. The regulations, authorized by the Child Care Licensing Act of 1984 (P.L. 1983, Chapter 492), have been recently revised by the Bureau in cooperation with a 40-member Ad Hoc Citizens Advisory Committee consisting of center directors and staff, child development experts, child care advocates, pediatric health care professionals, and government representatives.

In 1987, New Jersey became the 47th state to authorize the regulation of family day care homes as a result of the Family Day Care Provider Registration Act (P.L. 1987, Chapter 27). Since the implementation of this voluntary family day care registration program in January, 1988, some 1,400 homes have been registered throughout the state. A major public awareness and education campaign to recruit additional registered homes is expected to be underway in the Spring of 1989. The campaign will be designed and carried out by a professional agency selected through a competitive bidding process.

The Council helped design the legislation which regulates family day care homes on a voluntary basis through a unique public/private partnership that uses local family day care sponsoring organizations to assist DYFS in registering homes. The Council advised DYFS staff on the development of guidelines for the allocation of funds under the School Age Child Care Act (P.L. 1987, Chapter 215), and assisted with the development of the questionnaire used in the survey of child care needs of state employees supervised by the Division on Women (P.L. 1987, Chapter 295).

ADVISEMENT ON CHILD CARE TOPICS

In its advisory role during the first years of operation, the Council gathered information on current child care topics by inviting persons to present special reports at regular Full Council meetings, by scheduling periodic reports from ongoing child care projects, by serving as members of ad hoc child care

committees, and by holding statewide public hearings and a statewide conference. In addition to these activities, the Directors of the Division of Youth and Family Services and the Division on Women have attended Council meetings to report on the status of child care issues in the overall mission of their divisions, and have been available to discuss current child care concerns with Council members.

Special Reports

From time to time the Council is asked to comment on a variety of child care issues. To receive current and accurate information on child care issues, special reports have been presented at Full Council meetings, including the following:

- Intergenerational child care programs established by P.L. 1985, Chapter 66, in which senior citizens have been recruited and trained to work with young children in child care centers, either as volunteers or as paid staff;

- Media resources for child care programs and services available to the child care community and to the general public through WNET/Channel 13, the New York and Newark-based Public Broadcasting Station; New Jersey Network; and the DYFS Media Resource Center;

- New Jersey's Uniform Construction Code and Uniform Fire Code which establish physical plant and fire safety requirements for building usage for child care centers and family day care homes, and set the maximum number of children that can be cared for in a family day care home;

- Child Abuse Prevention Program (CAP) trains both caregivers and children in the best methods to prevent or to report child abuse;

- Child Care Insurance - obtaining it and the ability to pay for the increased premiums - became a problem for child care center operators and family day care home providers when awareness of child abuse in child care programs became a national issue in the mid-1980's. Members of the Council participated with members of an ad hoc child care insurance committee established by the DYFS Office of Operations Accountability and continue to monitor the issue;

- o AIDS and the focus on policies for enrolling HIV-infected children in child care center programs is a major issue addressed by the child care and medical communities;

- o WIN Program - work incentives for women with young children make child care an essential service. Support for WIN programs is also needed from the child care community; and

- o Employer-supported child care continues as one of the major child care topics. Employers in New Jersey now support more than 90 on- or near-site child care centers, up from only seven in 1982--a growth rate of over 1,000 percent. Employers also support resource development and training of family day care providers, child care resource and referral services, and provide in-kind and financial contributions to child care programs and service agencies. Working in cooperation with the Division on Women and others from the child care community, DYFS has conducted a vigorous information and technical assistance program to encourage the development of employer-supported child care resources.

Project Reports

Periodic reports on the following topics to the Council have been regularly scheduled agenda items at Full Council meetings:

- o REACH, Realizing Economic Achievement, the New Jersey welfare reform program established in 1987, relies heavily on child care services: child care accounted for 25% of the first year budget and will continue as the single largest budget item in subsequent years of operation. The impact of the REACH program on the child care community will have a significant impact on resource development and program expansion;

- o The New Jersey Child Care Resource and Referral System (CCR&R), a 1986 initiative, provides child care development and information services to counsel parents about available child care services, technical assistance to providers and prospective providers, public awareness of child care issues, and identification of child care needs and the development of resources. The CCR&R System features a computerized data base, which when fully operational, will provide not only information to parents and providers, but also will generate reports on the status of child care in the state;

- Southern Regional Voucher Project, serving six primarily rural counties in the DYFS Southern Region, became the second child care voucher project, following the one established in Hudson County in 1983. Several smaller, more localized child care voucher projects have been established throughout the state;

- A survey of child care needs of state employees, pursuant to P.L. 1987, Chapter 295, has been conducted by the Division on Women in the Department of Community Affairs in conjunction with the Division of Youth and Family Services in the Department of Human Services. Final results of the survey are expected in the spring of 1989; and

- School-age child care planning grant projects, authorized by P.L. 1987, Chapter 215, enabled 31 non-profit agencies to subsidize child care for 498 low-income families, and awarded funds to 15 school districts for 121 subsidized spaces.

Ad Hoc Child Care Committees

Members of the Council have served on ad hoc committees addressing such issues and projects as the following:

- The design and implementation of the first State-sponsored on-site child care center at the North Princeton Developmental Center in Skillman. Since its opening in 1986, three additional centers have opened in or near Trenton to serve State employees;

- The design, implementation, and monitoring of the New Jersey Child Care Resource and Referral System, including the Statewide Child Care Clearinghouse, located in DYFS in Trenton; three Regional Resource Centers located in agencies in the three DYFS regions; and local resource and referral (R&R) agencies. Starting with six local R&R agencies in 1986, the System now has 11 local R&Rs. Because local services to parents, providers, and the general public are best provided by local agencies, the CCR&R System is working toward the goal of having a local R&R in each county; and

- The development of the revised Manual of Requirements for Child Care Centers which will strengthen, improve and update the existing regulations. The new regulations will go into effect in July, 1989.

- The regulations governing the new voluntary registration of family day care homes. These regulations were developed by DYFS in cooperation with a special subcommittee of the Council's Legislative-Government Action Committee that included representatives from the Family Day Care Organization of New Jersey, family day care sponsoring organizations, and several providers.

Council members have been invited frequently to participate as keynote speakers, panel members, and workshop leaders at national, state, and local meetings and conferences, and are sought out by the New Jersey, New York City, and Philadelphia media for information and opinions on child care issues.

Statewide Public Hearings and Conference

One of the first tasks of the New Jersey Child Care Advisory Council was to write a comprehensive child care plan to provide guidelines for expanding and developing child care programs and services from the present into the twenty-first century.

In preparation for writing the comprehensive child care plan, the Council hosted three regional public hearings in the spring of 1986. Over 225 child care providers, parents, and advocates expressed thoughts, opinions, research, and feelings in written and oral testimony at over 20 hours of hearings.

Subjects identified during the hearings became topics for the workshops led by Council members at a statewide conference held on October 10, 1986. The conference, entitled "Child Care: Today's Challenge for Tomorrow," was attended by over 500 persons. Governor Thomas H. Kean; Commissioner Drew Altman, Department of Human Services; former Commissioner Leonard Coleman, Department of Community Affairs; and Barbara T. Bowman, Executive Director, The Erikson Institute, Chicago, were among the speakers who addressed major concerns about the need for affordable, accessible, quality child care in New Jersey.

Data gathered from the conference workshops and addresses, along with research conducted during 1987, became the foundation for the Council's child care plan, Child Care: Today's Challenge for Tomorrow - A Comprehensive Plan for the Growth and Development of Child Care in the State of New Jersey.

1988: THE YEAR IN RETROSPECT

In 1988, the New Jersey Child Care Advisory Council continued to participate in many of the activities initiated in previous years, including support of child care legislation, the development of regulations, discussion of and advisement on current critical child care topics, and the sponsorship of and collaboration on statewide special events. The Council also found itself in the midst of a nationwide campaign on child care issues, symbolized by, but by no means limited to, the activity revolving around the federal Act for Better Child Care, known as the ABC bill.

The State of New Jersey, like the nation at large, became increasingly aware of the urgent need for child care through the media coverage of the leadership responses of state and local governments, the private sector, the child care community, and parents. Among those responses were the major projects described below in which the Council participated in 1988.

CHILD CARE: TODAY'S CHALLENGE FOR TOMORROW

The Council established its leadership role in responding to the increasing need for child care programs and services with the publication and presentation of Child Care: Today's Challenge for Tomorrow - A Comprehensive Plan for the Growth and Development of Child Care in the State of New Jersey. The plan was presented on January 18, 1988, to Governor Thomas H. Kean and the New Jersey Legislature at a gala reception attended by 350 persons and held in the Masonic Temple in Trenton. Over 2,000 copies of the plan and 3,000 copies of the Executive Summary were distributed during 1988 to federal, state, and county legislators and administrators, libraries, and numerous individuals and groups. Copies of the plan were also given out at conferences throughout the state as well as to persons and groups throughout the United States and Canada.

Included in the plan are 43 recommendations for action to be carried out over the next two decades by a consortium of federal and state legislators and administrators, county and municipal officials, corporate and

business leaders, child care providers and advocates, and parents. Shortly after the publication of the plan, the Council selected seven critical issues from the list of recommendations on which to focus its efforts during the next few years. The seven issues in priority order and including fiscal recommendations are:

1.	Child care center staff salary increases:	$5,000,000
2.	Loans and grants for center expansion and renovation:	2,000,000
3.	Public/private partnership fund subsidies:	500,000
4.	Voucher subsidy expansion:	5,000,000
5.	Social Services Block Grant (SSBG) expansion:	5,000,000
6.	Head Start program expansion	4,000,000
7.	Child care resource and referral system expansion:	1,000,000
		$22,500.000

Although none of the seven priority recommendations has been met completely, limited activity in meeting these critical needs did occur during 1988:

- o $2 million for increases in SSBG center staff salaries was included in the SFY 1989 budget;

- o Legislation to fund low-interest loans (S.1010, A.2313) and grants (S.2526, A.3360) for a total of $6 million to expand, start up, and renovate child care centers was introduced during the 203rd legislative session;

- o The REACH Child Care Capital Expansion Program in the Department of Human Services initiated public/private Challenge Grants to promote the development of child care supply for REACH participants through private sector corporate support matched by State dollars ($500,000); and

- o The Child Care Resource and Referral System (CCR&R), established in 1986 to include a statewide Child Care Clearinghouse, three Regional Resource Centers, and six local Resource and Referral agencies, has expanded the number of local R&Rs to 11, and has implemented its computerized CCR&R program. At the present time, local R&Rs are inadequately funded and seven counties are without a locally-based R&R.

In order to monitor action taken on the plan's recommendations, the Council Coordinator in cooperation with

the Planning and Reporting Unit of the DYFS Office Policy, Planning and Support, developed a computerized planning report system. Beginning in 1989, the Research Committee will distribute a quarterly status report on the plan's implementation.

OFFICE OF CHILD CARE DEVELOPMENT

On January 18, 1988, Drew Altman, Commissioner, Department of Human Services, announced that an Office of Child Care Development (OCCD) would be implemented in DYFS in May, 1988. The purpose of the OCCD is to develop child care policies; to provide outreach to the child care community, to the general public, and to other state offices; to carry out appropriate research projects on current child care issues; and to work closely with the Division on Women, the New Jersey Task Force on Employer-Supported Child Care, the Governor's Liaison on Employer-supported Child Care, and the Child Care Advisory Council.

Initially, the service areas supervised in the OCCD include those previously carried out by the Community Services Unit: the Policy Development Board, the REACH child care program supervised by DYFS, the policy and planning functions for employer-supported child care, the school-age child care planning grant, the dependent care planning grant, the Child Care Clearinghouse of the Child Care Resource and Referral System, and the activities of the Coordinator of the Child Care Advisory Council.

REALIZING ECONOMIC ACHIEVEMENT (REACH)

The child care component of New Jersey's welfare reform program is a major factor in its eventual success. At the present time "child care accounts for one-quarter of the first year REACH budget and remains the largest budget item in future years" (REACH: An Investment in People, n.d.). The Child Care Advisory Council, one of six statewide advisory groups playing a significant role in the implementation of REACH, has created a REACH Child Care Committee whose chairperson is a member of the Department of Human Services' REACH Child Care Policy Committee. The Council has expressed its concern that state support for child care programs and services for all children, especially those from low- and moderate-income families, continue to expand in response to the growing need.

DISTRIBUTION OF SCHOOL AGE CHILD CARE PLANNING GRANT FUNDS

In addition to advising on the use of federal funds designated for school-age child care planning projects, the Council has commented on the distribution of funds authorized by P.L. 1987, Chapter 215: $500,000 in SFY 1988 and $500,000 in SFY 1989.

URBAN PREKINDERGARTEN PILOT PROGRAM

Prekindergarten classes established in selected urban settings are intended to provide eligible children with a comprehensive program of developmentally appropriate quality early child care and education. One member of the Council is the designated representative on the interdepartment management team while other Council members serve on the team along with representatives from the lead Departments of Education and Human Services, and including staff from the Office of the Governor and the Department of Health.

SURVEY OF CHILD CARE NEEDS OF STATE EMPLOYEES

P.L. 1987, Chapter 295 authorized the Division on Women in the Department of Community Affairs to carry out a survey of state employees to determine child care needs. The Council advised DOW on the development of the questionnaire sent to a sample of state employees. Survey results are expected to be available in 1989.

ADVOCACY AND PUBLIC AWARENESS ACTIVITIES

The Council in cooperation with other organizations and agencies made significant contributions to major statewide public relations events and child care conferences, as well as participating in important national publicity campaigns and child care/early education conferences.

Star-Ledger - Eagleton Institute of Politics Poll on Child Care

On March 13, 1988, the Star-Ledger published the results of a poll on child care conducted by the Eagleton Institute of Politics, Rutgers University. The poll, drawn in part from the child care plan findings, reported the following:

- Most New Jerseyans -- both parents and non-parents alike -- see the current child care situation in the state as less than adequate;

- A large majority of New Jerseyans believe it is difficult for parents to find affordable, good quality child care in the state, and most residents think meeting the cost of child care is a hardship for most families who need it;

- Most New Jerseyans think state government should help pay for child care expenses for those who cannot afford it, and employers should help provide child care for their employees;

- A clear majority of New Jerseyans . . . feels state government should give a lot of attention to regulating the quality of child care services;

- Dissatisfaction with the availability, quality, and cost of child care services is particularly high among urban residents; and

- Statewide, the vast majority of residents -- 86 percent -- agrees that child care should be a concern for all society and not just for working parents.

Child Care America and the Week of the Young Child

In April, 1988, the Child Care Advisory Council co-sponsored the New Jersey events celebrating the Week of the Young Child, an annual national event spearheaded by the National Association for the Education of Young Children, and this year highlighted by the focus on child care from the Public Broadcasting System's Child Care America Campaign. In cooperation with WNET/ Channel 13 in Newark and New York, New Jersey Network, and the Council, Johnson & Johnson hosted a reception for over 250 persons at its world headquarters in New Brunswick to launch the week of special television programming with a focus on child care. Council members also served on television panels, assisted in the call-in portion of the PBS documentary, "Who Cares for America's Children?," and attended a national teleconference on child care and business held at Hartz Mountain Industries in Secaucus. Callers responding to the PBS programming were directed to their local CCR&R agencies for additional information.

New Jersey Child Care Day

On October 6, 1988, Governor Kean proclaimed the first New Jersey Child Care Day. Over 600 children, teachers, directors, parents, advocates, public officials, and media representatives gathered on the State House lawn in Trenton to celebrate child care in New Jersey and to acknowledge the work of the thousands of child care providers and advocates throughout the state. Representatives from Head Start, Social Services Block Grant, employer-supported, private, and family day care programs attended the mid-day event, along with speakers that included parents, center program and family day care providers, children, employers, union representatives, child care resource and referral staff members, and public officials. Among the latter were Senator Wynona Lipman; Commissioner Anthony M. Villane Jr., Department of Community Affairs; Commissioner Drew Altman, Department of Human Services; William Waldman, Director, Division of Youth and Family Services; Mary E. Singletary, Director, Division on Women; Aletha Wright, Administrator, Office of Child Care Development; and Ciro A. Scalera, former Chairperson of the Council. The Council expects to celebrate New Jersey Child Care Day during the fall season of every year.

New Jersey Child Care and Early Education Conferences

Members, liaisons, designees, and staff of the Council participated in numerous statewide conferences on child care and child advocacy topics during 1988:

- "The Right to Childhood: Age-appropriate Learning Experiences" - William Paterson College, April 30, 1988;

- "Employers and Child Care: New Jersey's New Partnership" - A major conference on employer - supported child care co-sponsored by the offices of Governor Thomas H. Kean and U.S. Senator Bill Bradley, and organized by the New Jersey Task Force on Child Care and the Department of Community Affairs' Division on Women - Somerset Hilton, June 6, 1988;

- "Improving Family Support Systems: A Child Health Challenge" - Department of Health, Child Health Program, Tinton Falls Hilton, September 30, 1988;

- "Starting and Enhancing Infant Child Care: Connecting Employers with the Community" - Coalition of Infant/Toddler Educators, Middlesex County College, October 7, 1988;

- o "REACH: An Investment in People - Preparing for the Year 2000" - Department of Human Services, Atlantic City, October 13-14, 1988;

- o "A Dream Deferred" - Association for Children of New Jersey, Jamesburg, October 21, 1988;

- o "Under the Umbrella of Professionalism" - New Jersey Association for the Education of Young Children, Atlantic County, October 21-23, 1988; and

- o "Meeting the Growing Need" - New Jersey School-Age Child Care Coalition, Fort Dix, October 31 - November 1, 1988.

National Conferences

- o School-Age Child Care Alliance, Anaheim, California, November 9, 1988; and

- o National Association for the Education of Young Children, Anaheim, California, November 10-11, 1988.

Coordinator's Activities

In addition to participating in most of the conferences listed above, the Coordinator also presented workshops at the following events:

- o Workshop - Family Day Care Technical Assistance Conference, Save the Children Foundation, Atlanta, April 27-30, 1988;

- o Panel presentation on New Jersey child care issues - New Jersey Catholic Conference's Joint Meeting of the Board of Bishops and the Public Policy Committee, April 22, 1988;

- o Seminar - "Issues in Early Childhood Education" - Summer Institute in Early Childhood Education, William Paterson College, June 15, 1988;

- o Panel member - "American Baby Television Program," New York Metropolitan Area cable television, June, 1988;

- o Presentation on New Jersey child care issues - State Policy Action Committee (SPAC) of the New Jersey Junior Leagues, October 11, 1988;

- Workshop on family day care, legislation, and advocacy - The 40th Jubilee Congress of the International Federation of Educative Communities (FICE), University of St. Gallen, Switzerland, September 20-23, 1988; and

- Position paper on New Jersey child care issues - New Jersey Association for the Education of Young Children, Atlantic County, October 21-23, 1988.

Child Care Action Campaign - National Advisory Panel

The Child Care Action Campaign, a coalition of leaders from a wide range of American organizations, has as its long-range goal a national system of quality, affordable child care, using all existing resources, both public and private. To keep in touch with state-level child care providers and advocates, the campaign developed a National Advisory Panel with members from each of the 50 states. The Panel members from New Jersey, including three Council members, are listed in Appendix A.

ADVISEMENT ACTIVITIES

During 1988, the Council addressed issues carried over from previous years, such as insurance availability and costs, low child care center staff salaries, revision and implementation of child care regulations, the components of quality child care programs, and the role of employers in child care program and service development.

The Full Council heard special reports on the following topics:

- Child care and children's programming on WNET/Channel 13 and New Jersey Network in preparation for the Child Care America Campaign;

- Issues on certification of early childhood teachers;

- Information on the role of the military in providing child care center- and home-based programs presented by the coordinator of the Fort Dix Child Care Services; and

- Efforts of the Department of Health to improve the health and safety of young children and families through the WIC program and the Healthstart program.

CHILD CARE LEGISLATION

An unusually large number of child care bills was introduced in the state legislature during the first year of the 203rd session, and although some of the 80 bills were released from committees or passed by one of the houses, none was enacted into law.

At the federal level the Act for Better Child Care, known as the ABC bill, was highly publicized throughout 1988, but not enacted. One of over 100 child care bills introduced in the 100th Congress, it is expected to be re-introduced in 1989 in an amended form, most likely a compromise between the initial ABC bill and other child care legislation, such as that sponsored by Senator Orrin Hatch of Utah. Together the state and federal legislation served to call attention to the prevailing child care issues: the continuing and growing need for affordable, accessible, quality child care programs and services nationwide.

The Council testified before the appropriations committees of both the New Jersey Senate and Assembly in support of legislation, that, if enacted, would appropriate $22.5 million to implement the seven priority recommendations from the child care plan. Council members also provided testimony before the Senate Children's Services Committee and the Assembly Labor Committee on child care bills currently before the legislature. The Legislative-Government Action Committee continued its review and comment procedures on each child care bill. In addition, the Legislative-Government Action Committee established three subcommittees to review the Child Care Center Licensing Law and the Family Day Care Provider Registration Act, and to consider legislative initiatives to regulate school age child care (before and after school) programs. The subcommittees, working closely with the Bureau of Licensing, are charged to identify outdated, inaccurate, or contradictory language in the two laws and to recommend appropriate language, to consider the narrowing or elimination of certain exemptions under the present law; and to advise on the development of school-age child care regulations. Reports from the subcommittees are scheduled for completion in the spring of 1989.

In summary, 1988 was a year in which New Jersey child care providers and advocates participated in numerous efforts to expand and enhance child care service delivery and to alert the child care community; the general public; and federal, state, and local governments about the continuing need for more and better programs and services. Following up on the events and activities of 1988, the Council, together with its colleagues, will continue working in 1989 in order to provide New Jersey's children and families with the much-needed child care programs and services.

PRIORITIES AND FUTURE GOALS

In keeping with its legislative charge, the New Jersey Child Care Advisory Council will continue to address current child care issues in order to advise and make recommendations to the directors of the Division of Youth and Family Services and the Division on Women, as well as to the Commissioners of the Department of Human Services and the Department of Community Affairs and to the State Legislature.

The long-range goal of the Council will be to expand and enhance child care programs and services for the children of all families who need child care in the State of New Jersey. The Council will encourage individuals, organizations, foundations, employers and corporations, and governments to establish and support appropriate child care programs and services that will offer the opportunity of equal beginnings for all infants and young children who need early education and child care, and provide safe and satisfying places for school age children before and after school and during times when the public school is not in session.

Using the 43 recommendations from the child care plan as a blueprint for New Jersey child care into the 21st century, the Council will lead the way during the coming decade in support of state and local initiatives to promote and provide for affordable, accessible, quality child care and early education services throughout the state.

FISCAL PRIORITIES FOR STATE FISCAL YEAR 1990

The fiscal priorities identified by the Council in SFY 1989 continue as primary concerns in the immediate future. The seven priorities projected at a total cost of $22.5 million are as follows:

- o Child care center staff salary increases;
- o Loans and grants for center expansion and renovation;
- o Public/private partnership fund subsidies;
- o Voucher subsidy expansion;
- o Social Services Block Grant (SSBG) expansion;
- o Head Start Program expansion; and
- o Child Care Resource & Referral (CCR&R) System expansion.

The Council recognizes, however, that several of the issues are being addressed at the present time (loans

and grants by New Jersey legislation, public/private partnerships by the Department of Human Services, and Head Start funds by President George Bush's FY 1990 Federal budget), and that the state funding for the coming fiscal year is expected to undergo severe restrictions. Therefore, the Council has modified for the short-term its requests for State appropriations for child care. Highlighted in the Council's testimony before the March 9, 1989 joint public hearing of the Senate Revenue, Finance and Appropriations Committee and the Assembly Appropriations Committee, child care priorities for SFY 1990 are programs totaling $10.9 million:

- Increase in Social Services Block Grant (SSBG) child care center staff salaries (five percent increases) - $1.9 million;
- Expansion of SSBG child care spaces ($4 million) and of voucher program ($4 million) - $4 million; and
- Expansion of the New Jersey Child Care Resource and Referral (CCR&R) System - $1 million.

NON-FISCAL PRIORITIES FOR SYF 1989 AND 1990

Among the plan's recommendations are actions that can be implemented without the expenditure of large amounts of money. The Council has identified the following non-fiscal priorities from the child care plan to be addressed during the coming years:

- To expand the availability of center-based infant/toddler care, the feasibility of developing an infant/toddler care system must be explored. Such a system would include a center-based program or sponsoring agency as a core, with a network of satellite infant/toddler family day care homes;
- To expand the number of available family day care homes in New Jersey;
- To establish a committee to explore revisions of New Jersey tax laws to secure ongoing funding sources for child care services; and
- To support legislation and bond issues to establish low-interest loans and grants for expansion of child care facilities.

SUPPORT FOR CHILD CARE LEGISLATION

Of the 80 child care bills introduced in the first year of the 203rd Session of the State Legislature, the Council supported the following bills:

- o A.485 - Permits a Corporation Business Tax credit for corporate taxpayers who operate or maintain for their employees a licensed child care center.

- o A.548, 2315, and 3098 - The Assembly Labor Committee Substitute which would require a comprehensive study of the present and future needs for child care in the state, ($175,000) and would fund the Child Care Advisory Council as referenced in P.L. 1983, Chapter 492 ($150,000). Fiscal: $325,000.

- o S.1010 - The Child Care Facilities Incentive Assistance Fund. Fiscal: $4,000,000.

- o A.3360 and S.2625 - The Child Care Facilities Grant Program. Fiscal: $2,000,000.

- o A.3097 and 1403 - The Assembly Labor Committee substitute to establish an Office of Child Care in the Division of Youth and Family Services, Department of Human Services, and include a Bureau of Employer-supported Child Care. Fiscal: $450,000.

CONCLUSION

In 1989, the Council celebrates its fifth anniversary both by reviewing its past activities and by continuing to examine the state of the State's child care services and programs. The Council held a Recognition Luncheon in January 1989, honoring members who retired or resigned during 1988, and those who have served on the Council for one or more years. Seventeen new members of the Council were introduced at the Luncheon at which Drew Altman, Commissioner, Department of Human Services, and Sidney Willis, Assistant Commissioner, Department of Community Affairs, representing Commissioner Anthony Villane Jr., gave remarks. William Waldman, Director, Division of Youth and Family Services, and Brenda Beavers, Assistant to the Director, representing Mary E. Singletary, Director, Division on Women, presented certificates to the honorees.

During 1988, the people of the nation and the state acknowledged the overwhelming need to address the child

care issues and to move toward responsive action on behalf of all children and families. It is especially important that governments, employers and the child care community cooperate in order to maintain an adequate, consistent and comprehensive system of child care that avoids artificial separation of children based on socio-economic status and family residence.

The Council will continue to meet its mandate to advise and make recommendations on child care issues, both those that have been identified as well as those that will surface during the coming months. Investments of time and money in child care and early education programs and services in the present will produce dividends in the future when children who have received developmentally appropriate care and education contribute to the stability and development of a strong New Jersey and a confident and productive America.

The first steps to meet the critical child care needs in our state are presented in Child Care: Today's Challenge for Tomorrow, the comprehensive child care plan. As the plan states:

> The process of defining child care needs, setting goals, and establishing fiscal agendas will stretch far into the future. Each year the Child Care Advisory Council will assess progress and determine the course of action necessary to meet established child care goals. Through the year 2000, an annual report will be made to the Governor and the full Legislature outlining accomplishments and requesting necessary funds. With the help and support of government, industry, community organizations and parents, the challenge of today's child care needs can be met for present and future generations. (Child Care: Today's Challenge for Tomorrow, 1988, p. 78)

Now is the time for the Child Care Advisory Council and the State of New Jersey to take the next steps toward that present and future challenge.

APPENDIXES

A. LIST OF NEW JERSEY MEMBERS OF NATIONAL ADVISORY PANEL, CHILD CARE ACTION CAMPAIGN

B. SELECTED 1988 NEWS ARTICLES ON NEW JERSEY CHILD CARE -

"State Funding Urged to Meet the Deepening Crisis in Child Care Services, The Star-Ledger, January 20, 1988

"Child Care Scarce, New Jerseyans Say (The Star-Ledger/Eagleton Poll, March 13, 1988.

"Day Care Weighed as Work Incentive," Asbury Park Press, May 4, 1988.

"Corporate Child Care," The Star-Ledger, June 7, 1988.

"Providers of Family Day Care Urged to Register," The Sunday Star-Ledger, July 10, 1988.

"State Conference Reviews Hurdles to After-school Day Care Programs," The Star-Ledger, October 2, 1988.

"Protest Rally at Statehouse Assails Lack of Safe, Affordable Child Care," The Star-Ledger, October 7, 1988.

"Child Care Advocates Rally in New Jersey," Bergen County Record, October 7, 1988.

APPENDIX A

NEW JERSEY NATIONAL ADVISORY PANEL MEMBERS OF THE CHILD CARE ACTION CAMPAIGN
September 22, 1988

Mr. Robert Angelo
Executive Director
AFSCME Council #1
Trenton, NJ

Ms. Joan Bronk
National Vice President
New Jersey NCJW
New York, NY

Mr. Mark Dudzic, President
Local 8-149
Oil, Chemical and Atomic
Workers (OCAW)
Rahway, NJ

Ms. Sally Duff
Supervisor of Early Childhood
Programs
Children's Home Society of NJ
Trenton, NJ

Mr. Morton Goldfein
Vice President
Law & Public Affairs
Hartz Mountain Industries
Secaucus, NJ

Mr. Isaac Heller, President
I. Heller
Construction Co., Inc.
Edison, NJ

Honorable Wynona Lipman
Senator
Newark, NJ

Ms. Kathleen Rae
Director, New Jersey Operations
WNET/Thirteen
Newark, NJ

Mr. Ciro A. Scalera
Executive Director
Association for Children of NJ
Newark, NJ

Mr. Nicholas R. Scalera
Assistant Director, Operations
Accountability
DYFS
Trenton, NJ

Ms. Yasmina S. Vinci
Chairperson
Div. of Women Task Force on
Employer Supported Child Care
Green Brook, NJ

Ms. Aletha R. Wright
Administrator, Office of
Child Care and Development
DYFS
Trenton, NJ

State funding urged to meet the deepening crisis in child care services

By DONNA LEUSNER

A gap of "crisis proportions" exists between New Jersey's child care system and the growing need through the year 2000, according to a study released yesterday which asked Gov. Thomas Kean to pump $68 million more into services in the next three years.

"Unfortunately, in most communities, the growth of children's services has failed to keep pace with the tremendous need for child care and early childhood programs," the state's Child Care Advisory Council said in a 126-page plan called "Child Care: Today's Challenge for Tomorrow."

The document, which Human Services Commissioner Drew Altman called a "milestone in child care" and "a road map of where we should go in the future," is the product of two years of public hearings, conferences and studies by the council.

The council was created by Kean four years ago to implement a policy that "will insure that the families of this state have the opportunity to receive a quality child care support system," according to its mandate. It is comprised of six community representatives and a dozen leaders of child care and child advocate groups including the New Jersey PTA, the League of Women Voters, the National Black Child Development Institute and the Family Day Care Organization of New Jersey.

"It is the most comprehensive assessment of the 'state of the state of child care' that we have ever had in this state," said Council Chairman Ciro Scalera. He is the executive director of the Association for Children of New Jersey, a leading child advocacy group based in Newark.

"It says there is a tremendous gap between what we are doing and what we need to do," said Scalera, who presented the plan to Kean during a ceremony in Trenton attended by 300 child care workers and officials.

Kean told the audience, "Clearly, child care may be the most important question we have to answer in this country ... If there is no child care, that means no job."

The Governor said he "looked forward" to reading and studying the report, as well as "working with the Cabinet to see how much of this we can get implemented."

Kean said he suspected some of the aspects of the report already may be funded in the fiscal 1989 budget which he is slated to unveil Feb. 2.

The plan contains seven findings, 43 recommendations, statistics on the increasing numbers of children with one or both parents working and discussions of problems confronting the child care industry including low staff salaries, high turnover, insufficient training and lack of affordable insurance.

In 1987, the state had 1,850 licensed day care centers, 900 family day care homes and 230 school-age child care programs.

But according to the report, the number of available child care slots has not kept pace with demand. Furthermore, the report states, "Since the child care industry has not kept pace with mainstream needs, the child care needs of special populations are often unaddressed."

The Bureau of Licensing in the state Division of Youth and Family Services (DYFS) estimates that the 1,850 currently licensed child care and early childhood education programs have the capacity to serve 105,000 children.

However, in 1990, 354,000 preschool children had working parents. In 1990, there will be 409,000 preschool children with working parents and 435,000 by 1995.

In the fiscal year ending June 30, the state and federal government combined are spending $67 million on child care, $30.6 million (90 percent federal funds) for Head Start, the 21-year-old program providing education and social services to 9,681 children from low-income families in 210 centers and $36.6 million in federal block grants and state aid.

Photo by Frank DiGiacomo

Ciro Scalera, chairman of the Child Care Advisory Council, presents a copy of the council's plan to Gov. Kean at the Masonic Temple in Trenton

The advisory council called for the state to invest $25.3 million more in fiscal 1989 which begins July 1, $24 million in fiscal 1990 and $19 million in 1991.

Included in its recommendations for spending in fiscal 1989 are $5 million for day care voucher subsidies for low-income families, $5 million in increased social service block grants, $4 million to expand Head Start programs, $1 million for child care programs for state employees, $1 million for child care training programs, $1 million for pilot programs to address child care needs of parents in correctional and residential facilities and $2.36 million to implement upgraded regulations and licensing standards under the Child Care Licensing Law.

All public or private child care centers in the state serving six or more children under the age of 6 must be licensed, regulated and monitored under current state law by DYFS's Bureau of Licensing.

Family day care homes caring for fewer than six children are not licensed by the state, but in April the state began developing a voluntary registration program to set standards for training, qualifications and management of the family centers.

Among the report's recommendations are:

- Immediately establishing a public-private Child Care Partnership Trust Fund to help subsidize the cost of care to families with low and moderate incomes.
- Naming a committee to explore possible revisions of state tax laws to secure an ongoing funding source for child care services.
- Expanding child care subsidy voucher programs to increase availability of private child care to low- and moderate-income families.
- Increasing state funding of social service block grants to raise the number of subsidized child care slots available.
- Allocating state money to fund a New Jersey Head Start program to meet the early childhood education and child care needs of children 3 and 4 years of age living in poverty.
- Increasing salaries and benefits for child care staff.
- Developing public awareness campaigns to provide information on the long-range benefits of high-quality, professionally run child care services.
- Requiring the Education Department to adopt regulations governing early childhood education and child-care programs operated by public schools for children from birth to 13 years of age.

Altman said he is working with the Education Department on such a plan to expand pre-school education for "at risk" children from low-income families.

Another one of the council's recommendations—that an Office of Child Care be created in DYFS to oversee programs—is about to happen, Altman said.

DYFS Director William Waldman said he hoped the plan "will help us marshal legislators, business leaders, professionals and advocates to form a unified, comprehensive initiative to better address the state's child care needs."

Mary Singletary, director of the Division on Women under Commissioner Leonard Coleman's Department of Community Affairs, called child care a family issue, a community issue and a women's issue.

"The Division on Women, through its Child Care Task Force, will continue to work to remove obstacles which prevent mothers who wish to be a part of the work force from doing so," said Singletary. "Therefore, the development of additional quality child care services is in keeping with our goals."

Star-Ledger

The Star-Ledger/EAGLETON POLL Sunday 3/13/88

Child care scarce, Jerseyans say

A large majority of New Jerseyans believe it is difficult for parents to find affordable, good quality child care in the state.

In addition, most residents think meeting the cost of child care is a hardship for most families who need it, according to the latest Star-Ledger/Eagleton Poll.

The survey, conducted between Jan. 29 and Feb. 8 when 800 New Jerseyans age 18 or older were interviewed by telephone, also reveals that a large majority of residents believes the availability of quality child care should be a concern for all of society, not just for parents.

In addition, most New Jerseyans think state government should help pay child care expenses for those who cannot afford it, and employers should help provide child care for their employees.

A clear majority of New Jerseyans also feels state government should give a lot of attention to regulating the quality of child care services. And by a very wide margin, most residents would support the use of school buildings when school is not in session to help provide more child care.

One in four New Jerseyans believes it is "very difficult" for parents to find child care that is affordable and of good quality, while another 51 percent believe it is "somewhat difficult." Only 15 percent think finding such care is "somewhat easy" or "very easy," and the remaining ones offer no opinion.

When specifically asked about the availability of child care, less than one in 10 residents believes there is enough good quality child care available for working parents in New Jersey, while more than four in 10 say there is not enough. Fully one-half of New Jerseyans, however, say they are "not really sure."

Residents with young children are much more likely than others to see a shortage of child care. Fifty-eight percent of those with children age 5 or under believe there is not enough child care, compared to 38 percent among those without young children.

The expense of child care is also a problem, according to most New Jerseyans. More than half the public believes paying for child care is "somewhat of a hardship" for most families who need it, and another 21 percent think it is "very difficult to afford." Less than 20 percent feel child care is "reasonably" or "easily affordable," while the remaining 10 percent have no opinion.

"Most New Jerseyans—parents and nonparents alike—see the current child care situation in the state as less than adequate," commented Nancy Whelchel, research associate for the poll.

"And, dissatisfaction with the availability, quality and cost of child care services is particularly high among urban residents."

Statewide, the vast majority of residents—86 percent—agrees that child care should be a concern for all society and not just for working parents. Also, large majorities of New Jerseyans believe state government and employers should offer some assistance to those needing child care.

Specifically:

- 72 percent believe the government should help pay child care expenses for those who cannot afford it, while 23 percent disagree.
- 67 percent believe employers should help provide child care for employees, while 26 percent disagree.

One particular approach aimed at expanding the availability of child care gains widespread public support.

Fully 83 percent of New Jerseyans think it is a good idea to use school buildings during non-school hours to provide child care for 6 to 13 year olds. Thirteen percent say this is not a good idea, and 4 percent offer no opinion.

Among the majority who see this as a good idea, 67 percent say they would be willing to see a slight increase in their local taxes to support such a program if participating families also paid a fee. Twenty-eight percent would not be willing to see an increase in their taxes for this purpose.

"Not surprisingly, parents, and particularly those with young children, are strong advocates of these various suggestions for assisting those families needing child care," commented Whelchel.

"What is somewhat surprising is the broad-based support among nonparents as well. Apparently, increased attention to child care issues in the state would receive widespread support."

New Jerseyans are divided on their rating of the quality of child care available to most people in the state, with 39 percent saying it is "excellent" or "good" and 44 percent believing it is "only fair" or "poor."

Almost two in 10, however, do not venture an opinion on the issue. In addition, 57 percent of New Jerseyans believe state government should pay "a lot" of attention to regulating the quality of child care services in the state, and another 34 percent say state government should pay "some" attention to the matter. Less than 10 percent believe the government should give little or no attention to regulating the quality of child care services in the state.

More than one in five New Jerseyans sees a shortage of available child care as a "critical" problem for families needing such care, and another 62 percent believe it is a "serious" problem. Thirteen percent say it "is not a problem" for those families and 3 percent have no opinion.

Further, one-third of the residents see a child care shortage as a "very serious" problem for the state as a whole, while 46 percent see it as a "somewhat serious" problem. Fifteen percent say it is "not very serious."

Ninety percent of the state's residents agree that many more women with children would enter or remain in the workforce if good quality, affordable child care was more available, while only 8 percent disagree. [illegible]

Day care weighed as work incentive

Press Coastal Monmouth Bureau

WALL TOWNSHIP — Employers here have tried everything from fliers on cars to special bonuses to attract employees. Now some companies believe that providing day care may help solve the labor shortage.

Officials from Monmouth Cablevision and other large employers met yesterday with a child care expert at the company's headquarters on 18th Avenue to discuss whether child care would help companies attract more employees.

Businesses throughout the township have complained that they have been unable to find enough employees to fill manufacturing and retail jobs that pay $4 to $5 an hour.

"A lot of the large employees are having trouble getting unskilled workers," said former township mayor Clare French, a member of the Chamber of Commerce who attended yesterday's meeting. "Now, we're getting to the point where they're looking for creative solutions."

"We realize there's probably a work force out there of female employees that we'd like to be able to tap," said Al Kothe, plant manager of Monmouth Cablevision.

Kothe said his company, which employs about 130 people, has had 20 open positions since January.

Terry Sagedy, the training and personnel coordinator for Monmouth Cablevision, said she would have returned to work several years ago if child care had been available.

Vicky Yawnick, the executive director of the Chamber of Commerce, said companies will only respond to the need for day care if it is financially feasible.

The idea of providing day care is just one possibility being considered by local businesses in the 300-member Chamber of Commerce, Ms. Yawnick said. The large-employers committee of the organization has considered several methods of attracting new employees from providing transportation to work, to flexible hours to special bonuses, she said.

Sanford L. Cook, president of Standard-Keil Inc., a hardware manufacturer on Route 34 that employs 250 people, said he attended yesterday's meeting to demonstrate his company's commitment to the concept of providing day care.

"There must be many women who have weighed the cost of day care against a job," Cook said. He added that industries may have to help workers pay for day care in order to attract young mothers.

Sandy Carnel, director of employee relations at Dialight Corp. on Route 34, an electrical parts manufacturer that employs about 400 people, said the company could hire 25 people today if the labor were available.

The lack of public transportation and day care are two of the main obstacles for young working mothers being looked at by businesses, he said.

"How involved do we want become in providing these services?" he asked.

Expecting hourly wage employees to pay the costs of child care is not realistic, said Janna E. Gaughan, director of Future Generation Corporate Child Care in Elizabeth, who spoke to company officials yesterday about providing day care services.

Companies can help employees through programs that deduct child care costs from paychecks before tax deductions, through voucher systems for child care or by providing discounts at local child care centers, Ms. Gaughan said.

CORPORATE CHILD CARE

U.S. labor secretary challenges firms to aid parents, kids

By IRIS TAYLOR

U.S. Secretary of Labor Ann McLaughlin issued a terse message to New Jersey corporations yesterday about providing child care: "It's time to get off the dime.

"Too many employers are making too many excuses" for not providing child care, the Reagan cabinet member and former Chatham resident said at the state's first all-day conference on "Employers and Child Care: New Jersey's New Partnership," held in Somerset.

"Washington is going to do its part," said McLaughlin. "I just hope that business is not waiting to see if we will do their part, too."

Gov. Thomas Kean and Sen. Bill Bradley sponsored the conference along with the New Jersey Task Force on Child Care and New Jersey Department of Community Affairs Division on Women.

The Governor, the senator and Cabinet member spoke back-to-back on why child care is critical to New Jersey and the nation. The conference was designed to help New Jersey employers overcome the growing employment crisis through quality child-care options.

"Employers who are committed to child care have found solutions," said McLaughlin. "The answers are out there, they're getting better, and they're easier to find than they have ever been."

Jane Begrand, a member of the New Jersey Task Force on Child Care, said she hoped the conference would get more corporate heads "to become aware of the need for child care." She said companies can support workers' child-care needs by setting up on-premises facilities, funding centers in their community or issuing vouchers to workers.

About 500 representatives from New Jersey corporations, child-care facilities and the government attended the conference held at the Somerset Hilton Hotel.

McLaughlin argued it is not the government's role to be a "federal babysitter." It already is, spending $7 billion helping parents with child care, and "too many Americans realize government control means a diminishing of choices for their own children.

"I believe that working parents would rather rely on you than on the government," she said. "Equally important, in an era of labor shortages, you will have to rely on them. You will have to adapt before Congress adopts."

McLaughlin sought to convince some 90 companies represented at the conference, "Child care pays off for those companies providing it. It reduces employee turnover and rates of absenteeism. It lifts employee morale and loyalty to a firm, and it makes recruitment of new personnel easier."

Photo by Steve Amsterdam

Mary E. Singletary, left, director of the Division on Women in the state Department of Community Affairs, Gov. Kean, Secretary of Labor Ann McLaughlin and Sen. Bill Bradley (D-N.J.) attend the conference on child care

Nationwide, 23,000 workplaces provide on-site child care. New Jersey has 72 licensed, employer-sponsored or -supported day-care centers. Three companies — Hoffmann-La Roche Inc., The Campbell Soup Co. and Prudential Insurance Co. — operate on-site centers.

McLaughlin said the federal government's role should be to encourage local markets to meet the demand for child care; provide financial assistance directly to low-income parents but not to providers through the use of vouchers, and give "options and choices" to middle-class families in the form of tax credits.

The labor secretary warned, "I do not plan to let business off the hook. The child-care problem has been emerging in the workplace for a decade, and the excuses are starting to look like cop-outs."

In New Jersey, Kean is credited with creating three child-care centers for government employees; signing into law Sen. Gerald Stockman's (D-Mercer) bill calling for a survey assessing the child-care needs of all state employees by year-end, and pushing for a child-care component in welfare reform.

"Just in our state alone, 60 percent of the children between the ages of 6 and 13 have mothers who work," Kean told the audience. "Four out of 10 New Jersey children under six have mothers who bring home a paycheck."

There are "1,350 centers and programs with room for 100,000 children in our state," he said. "That sounds like a lot until you realize we have more than three times that number of children with working mothers. By 1990, we expect 350,000 children with working parents."

By the same year, 100,000 more jobs than people will have been created in New Jersey. The supply of child care must keep pace with demand, Kean said.

"We can't afford to lose any people," the Governor added. "We must allow it to find the money that those jobs will bring in. Child care is a means for families to make it, and it is a way for New Jersey to make it."

Kean described New Jersey corporations as "the most important actor in the entire drama."

"Government does not have a reputation for running things very well," he said. "It does its best work when it can start the ball rolling, then get out of the way. That is what we are trying to do in New Jersey."

The Governor said the state has encouraged private industry to provide day care. He cited the state's child-care referral system and a child-care voucher program under way in seven counties as additional state initiatives.

"We are still searching for creative solutions for more child care," he said. State government should provide "supervision and standards," while the federal government should give the "poor and less affluent" access to child care.

"Out there, there are millions of children who simply have to be given a chance," said Kean. "Their parents need the chance to work free from worry about them. The state is helping and will continue to help to do its part."

Meanwhile, 13 child-care bills are pending in the New Jersey Legislature, according to Ciro Scalera, chairman of the New Jersey Child Care Advisory Council. Four would provide business tax credits, one would set up a state Office of Employer-Supported Child Care, another would establish a capital facilities fund to help capitalize the child-care infrastructure.

"We are beginning to see Trenton try to react" to the state's child-care needs, said Scalera. "We are at an exciting time. There has been some action by the government and certainly by the private community."

Scalera said Sen. Wynona Lipman's (D-Essex) Child Care Facilities Incentive bill S-1010 is moving along in the Legislature. It would provide 15 million 10% loans to people who would set up a child-care facility.

Bradley is a supporter of the federal Act for Better Child Care Services (ABC) bill pending in Congress. That initiative would subsidize day care for low- and moderate-income families, establish minimum federal standards for child-care providers and earmark funds to improve the training of child-care workers.

"If the ABC bill passes, it will mean a new and expanded commitment in the area of child care," said Bradley. "Child care is not a convenience. It is a necessity. Those of us at the government level have got to face up to that fact.

"Clearly this is an issue where there is local, state and federal responsibility."

THE SUNDAY STAR-LEDGER, July 10, 1988

Providers of family day care urged to register

By DONNA LEUSNER

Working parents may soon find it easier to comparison shop for home day-care as the state asks thousands of women providing paid care of neighbors' children to voluntarily enlist in New Jersey's first attempt at regulating the industry.

After a five-year debate on the merits of a mandatory versus voluntary system, New Jersey opted to request rather than mandate that home child care providers register and comply with minimum statewide health and safety standards.

Only 390 of the state's estimated 30,000 to 40,000 private residences providing paid child care have registered in the first six months. But, advocates and bureaucrats hope enrollment will climb with an aggressive campaign explaining the benefits of registration to parents and providers.

Without regulation, the state can't inspect and approve homes and parents often have no way of knowing if there child will be safe.

By using a registered home, parents can be assured their children are cared for by someone who is trained and in a home inspected for basic health and safety features, including working smoke detectors on each floor, gates on stairs, first aid supplies, nutritious meals and safe storage of toxic substances so a toddler can't crawl into a cabinet and reach the Clorox or bug spray.

After paying a $25 fee good for three years, home child care providers can be certified if their homes pass inspection.

They also receive at least six hours of training at the outset and ongoing instruction twice a year, technical support with paperwork, backup when sick and customer referrals, if they choose to be listed as part of a statewide referral network.

An estimated 1 million children under 13 in New Jersey have working parents. According to state officials, the 122,000 day care slots it has identified across the state serve under 15 percent of the need.

Family day care, considered the oldest and most popular form of child care outside the home, is defined in the law as a private residence where up to five children under 14 years of age receive at least 15 hours of paid day care a week.

Public and private day-care centers, which serve six or more children, have been licensed and inspected in New Jersey since 1946. The state has 1,850 licensed day-care centers caring for 105,000 children.

Before the law encouraging family day-care homes to be registered, an informal network of some 25 child care agencies helped parents find openings through a largely underground system.

"We want to get the system above ground," said William Waldman, director of the state Division of Youth and Family Services (DYFS), the child welfare agency charged with implementing the law.

"We've made the standards reasonable because we understand that often individuals who go into family day care as a business are not wealthy individuals, their homes may not have the elaborate amenities that more wealthy folks do. We've tailored the standards with that in mind so that people of low income could, with just simple safety precautions, meet the requirements," Waldman said.

Under the law, 15 community sponsoring organizations were selected to contract with DYFS to inspect and monitor the homes, as well as recruit and register operators.

Some advocates, agency sponsors and even state officials are not surprised the system has gotten off to a slow start.

"I think everyone involved anticipated it would be a very slow process," said Barbara Fedoroff, executive director of Programs for Parents, Inc., the sponsoring agency for Essex which has registered 26 homes.

Despite fears of municipal zoning restrictions, entanglements with bureaucracy and having to report the income as a small business, Fedoroff believes parents will eventually provide the pressure for many more homes to register because of the monitoring component that will "ensure that their children are being cared for in homes that are safe and helpful.

"Like all other business it is a consumer reactive business," said Fedoroff. Two of her daughters run a family day care service out of her Montclair home and are registered with the state.

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Kay Hollestelle, executive director of the Children's Foundation, a non-profit advocacy group in Washington, D.C., believes insufficient outreach to providers is part of the problem for the low response.

"It's very difficult to reach an underground provider," Hollestelle said.

Citing a fall 1987 nationwide survey of family day care homes, Hollestelle said New Jersey joins all but a handful of states which offer some form of regulation of the industry, including licensing, certification, voluntary registration or a combination of those categories.

Of $475,000 contained in the current state budget to implement the program and pay sponsoring agencies, about $27,000 will be used on an upcoming publicity campaign. A marketing firm under contract with the state will design and distribute brochures and provide public service announcements for radio.

Fedoroff and child care advocates also suggested the system may have to be mandatory to work.

In fact, a January report by the New Jersey Child Care Advisory Council "lauded" the voluntary family day care registration system "in the absence of previous regulation," but expressed "extreme concern over the lack of a mandatory regulatory system for this form of care.

"A voluntary system cannot be enforced. If minimum guidelines for the provision of these services cannot be enforced, how can the safety of hundreds of thousands of children presently cared for in family day care homes in New Jersey be insured?" the report asked.

Ciro Scalera, chairman of the advisory council, said the voluntary effort was a compromise supported by advocates including the Family Day Care Organization of New Jersey when it became clear legislators would not agree to a mandatory program because of concerns about government overregulation of private homes.

However, the law calls for periodic reports to lawmakers, one of which is due in January. At that time, when the system is evaluated, recommendations could be made calling for a mandatory system.

Scalera, who serves as executive director of a non-profit child advocacy group called the Association for Children of New Jersey, said heightened awareness of the program may help increase enrollment.

"I would love to see the numbers higher, but I think it takes time to do it right and get the system functioning the way we want it," Scalera said.

Cecilia Zalkind, assistant director of the association, said the need to identify family day care homes and link them with the state's existing referral network is especially important in light of welfare reform.

The state's welfare reform experiment, now operating in 10 of 21 counties, will substantially increase day care needs in the next few years as thousands more women enter the workforce, or attend classes and training sessions as part of the program, which is mandatory for mothers with children over age two.

By the state's own admission, it will rely heavily on family day care homes for welfare reform participants. In order to receive state child care vouchers under welfare reform, family day care homes will have to register with the state.

Exemptions from registration are under consideration for relatives and friends of participants in welfare reform, although some advocates have raised concerns about making such exceptions.

The Star-Ledger, October 2, 1988

"State Conference Reviews Hurdles to After-school Day-care Programs"

by Judy Peet

There are a multitude of possibilities when it comes to caring for "latch-key children," but each comes with its own set of problems-not the least of which is frequent political opposition, experts said at a statewide conference on school-age child care.

"There are always people who think that working mothers should solve the problem by staying home," cautioned Steven Rosen of the state Division of Youth and Family Services (DYFS) Office of Child Care Development.

"A lot of programs have not made it because people didn't know how to play politics. You have to get grassroots support from the most influentials source: The parents."

Latchkey refers to those elmentary school age children who have no one to care for them during non-school hours when their parents, most often because of work, are not around.

In New Jersey alone, it is estimated that there are at least 250,000 children under the age of 13 who have no supervised care before and after school.

To meet these needs, the conference Friday and yesterday was sponsored by the New Jersey Coalition for School-Age Child Care, an organization comprised of members of state agencies, program providers and child care advocates.

Funded in part by DYFS, the conference addressed issues such as program start-up, staffing, curriculum, fees, public policies affecting the programs and different options in providing for the children's needs.

Unlike pre-school day-care programs, which are more standardized, organizers said school-age programs must be flexible enough to adapt to the needs of the community, the parents and a wide range of children.

Successful programs featured at the conference ranged from the "block parent," or "grandma," concept, in which a non-family member is designated as a surrogate parent, to private care centers, to employer, community and municipally-operated comprehensive care programs.

"You have to be flexible," Rosen advised, noting that some of the best programs began on a very small, grassroots basis. "You have to talk to the community and find out what they want."

Peggy Scheller said she began her care program in Gibbstown, Gloucester County, because as head of the local PTA, "I realized all the mothers were working, and I became concerned about the kids. First we head to find out needs, so we sent out questionnaires to 165 parents and 80 said 'yes,' they wanted supervised care."

Scheller admitted her situation was unique: She found a fairy godparent, an anonymous donor willing to fund the program through a local church. She said she soon realized, however, that money solved only the first of her problems. The biggest problem was space.

An elementary school-vacant after hours-was the obvious choice, but unfortunately the attitude of the school boards was 'if you (parents) want to work, get your own day-care,'" Scheller said.

"It took perseverance to convince the boards and principals that there was a need. Ultimately all they would give us was the lobby of an auditorium."

Scheller began her program three years ago with 18 registered children. By the first day, that number had risen to 25 children and by the end of the second, to 55 children.

Last May, the anonymous donor provided seed funding to purchase a small building across the street from the school, but Scheller said the 80 children now enrolled are fast encroaching even on the expanded space.

Different programs of varying scope were presented from several sponsors including The North Brunswick Department of Human Services, the Mount Laurel School District, the Freehold YMCA, the Bergan [sic] County Department of Human Services, the Mercer County Coalition for School-age Child Care, Archway Programs and the West-Windsor-Plainsboro Extended Day Program.

Organizers cautioned there are numerous pitfalls, such as how to keep older children-"who are most in danger on the streets"-occupied, how transportation is invariably a problem, billing is a nightmare and that handicapped children require very special treatment.

Panelists heard from several frustrated organizers who have been stymied for months, in some cases years, by bureaucratic snarls and disinterest.

Scheller warned that establishing programs is a tremendous amount of work, but "just to know your children are in a safe environment and just having good old fun is peace of mind for a parent."

Protest rally at Statehouse assails lack of safe, affordable child care

By DONNA LEUNER

The lawn adjacent to the Statehouse looked like the playground of a day-care center yesterday as more than 300 preschoolers, mothers and community activists called attention to the need for more safe and affordable child care.

The Newark Children's Chorus, comprised of 30 preschoolers from day-care centers across the city, sang a few songs from its repertoire. A Trenton-based children's dance and drum group called "Tim-Bak-Tu" performed for the crowd. The mascot for the Philadelphia 76ers basketball team played with the kids and Gov. Thomas Kean sent word that he proclaimed yesterday "Child Care Day in New Jersey."

Amid the speeches by politicians, bureaucrats and child care providers, 4-year-olds from the child care center operated by Hoffmann-LaRoche in Nutley took turns at the microphone, describing how they enjoy playing with their friends and their toys.

The serious side of the rally, organizers said, is a gap estimated to be in the "tens of thousands" between existing licensed and informal child care slots and the need through the year 2000.

The state has 106,000 spaces for children under 6 in 1,000 licensed day-care centers, 75 employer-operated centers, 230 school-age programs and perhaps as many as 30,000 family day-care homes serving five or fewer children.

But, an estimated 979,000 New Jersey children have working parents and the number will reach one million by the year 2000, according to statistics compiled by the state's Child Care Advisory Council, which organized the event.

"There isn't a center in this state that doesn't have a waiting list of 75 to 125. Some have lists that go up to 200," said Council Chairman Cire Scalera, who also serves as executive director of the Association for Children of New Jersey.

Speakers called for Congress to pass the $3.5 billion Act for Better Child Care and urged swifter action in the Legislature on more than 60 pending bills that would provide everything from business tax credits for employers operating day-care centers to better training and pay for child care staff.

State Human Services Commissioner Drew Altman said the country has witnessed a "quiet revolution" in child care during the past few years. "We've really decided that every family in our country that needs child care should have it. It's like the race to the moon. The only question is how fast we get there."

Dora Hunter, who runs a center for five children out of her Marlton home, said, "There is a great need for affordable, accessible child care."

Hunter told the gathering she quit her job in Cherry Hill three years ago because she couldn't continue running to Philadelphia before and after work to drop her two boys off with her mother.

Hunter said she has "the best of both worlds" because she can stay home with her children while getting paid to care for other children she knows are safe.

Hunter is one of 500 family day-care operators who registered voluntarily with the state and agreed to meet basic safety standards such as keeping toxic substances away from children, installing smoke detectors on every floor and supplying fire extinguishers and first aid kits.

For parents who prefer neighborhood care to day-care centers, like Stella Montgomery of Gloucester County, a registered home means she knows her daughter is safe. "Every morning I can go to work with a clear conscience," she said.

Dianne Keel-Atkins, director of corporate child care services for Hoffmann-LaRoche, said, "Child care connects with so many other things and it's important that we look at the whole picture. Because of the new demographics with more women coming back to work, it's important that corporations invest in supportive services for working families."

Referral services for families moving out of or into the state, lunchtime stress seminars and services for single fathers are among the services employers can offer to "stabilize" work and family, Keel-Atkins said.

Employers benefit through increased productivity and reduced absenteeism and lateness and employees have reliable child care, she added.

Scalera said the need to improve child care is "obvious" and a blueprint on how it can be done was formalized 18 months ago by the Child Care Advisory Council.

"We've seen dozens of bills on both sides of the aisle introduced, but to date we have not seen the kind of action that we'd like," Scalera added. "We want Congress to enact federal legislation and we need our state legislators to move on some of the pending bills as quickly as they can, hopefully before the year ends."

Photo by Frank DiGiacomo

Elsa Colondres, a child care advocate from Passaic County, gets a hug from her daughter Linda during the rally on the lawn adjacent to the Statehouse

The Bergen Record, Friday, October 7, 1988

"Child Care Advocates Rally in N.J.:
200 at State House Urge Funds, Legislation"

United Press International

TRENTON -- More than 200 people, half of them preschoolers, turned out Thursday for a State House rally to demand increased state spending for child care and passage of more than 50 related bills pending in the Legislature.

"Quality child care is a must for New Jersey's children, and a great number of people are interested," said Toni O'Flaherty, spokewoman for the New Jersey Child Care Advisory Council.

"We need more resources, more space, and more salaries," she said.

The legislation backed by the council, which was set up by the Legislature in 1983 as an advocate of child-care needs, ranges from state subsidies to non-profit day-care centers to tax breaks for employers who offer day care. At least one bill would require county community colleges to provide free day care for students who are parents.

Among the bills are the proposed $2 million Child Care Facilities Incentive Assistance Fund Act, another $2 million grant program, and a $1 million supplemental appropriation to the state Human Services Department.

The state is spending $25.3 million on child-care programs in this years budget, but council officials said the spending is inadequate.

The number of licensed day-care centers in the state has grown since 1980 from 1,400 serving 80,000 children to 1,890 serving 105,000 children, acording to the council's figures.

But the number of children potentially needing a spot in a day-care center is estimated at 576,000 by 1990 and 601,000 by 1995.

Only 11 day-care centers in the state have been accredited by the National Academy of Early Childhood Programs, less than 1 percent of all licensed centers in the state, officials said.

Human Services Commissioner Drew Altman told the gathering that the demand for day care has sprung upon government officials only recently and that the state and federal governments are scrambling to catch up.

"We've witnessed a quiet revolution in our country the last couple of years, and we've really decided that every family in our country who needs child care should have it," he said. "Now it's like the moon

race: the question is how quickly can we get there."

Altman cited the opening in Newark this week of a day-care center for children with AIDS as evidence that day-care needs are not a simple matter of baby-sitting.

"We're talking about critical needs that families have today," he said.

Robert Angelo, an offical of the state chapter of the American Federation of State, County, and Municipal Employees, asked the gathering to urge New Jersey's federal lawmakers to support a $2.5 billion child-care bill now before Congress.

For more information about
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